



Organizational Position Description

Position Title: Special Events Manager Job Description

GENERAL INFORMATION

Washington Performing Arts Payroll Title: Special Events Manager

Department: Advancement

Title of Immediate Supervisor: Director of Advancement

Hours: Full Time, Exempt

Pay Range: \$57,000 - \$62,000

Best Consideration Date: April 19, 2024

Position Information

The Washington Performing Arts Advancement team—a creative, impactful, and collaborative collective of arts professionals—seeks an experienced and dynamic colleague to manage Washington Performing Arts's special events. The Special Events Manager (SEM) carries primary responsibility for managing Washington Performing Arts's special events that generate revenue, steward and cultivate donors and patrons, and enhance performance activities as well as the organization's institutional brand. This is an exciting role offering excellent opportunities to work with a collaborative, supportive, and passionate team while working to engage our diverse community through vibrant gatherings that embody our mission: to champion the performing arts as a unifying force, and to build a community.

The ideal applicant would be adept in the planning, management and implementation of all special events at Washington Performing Arts, both within Advancement and for the larger organization. This person plans, coordinates, and executes 20 or so special events per year, ranging from small private dinners and donor benefit gatherings, to coordinating our Music in the Country series (60-80 people) and the organization's signature fundraising Gala and auction (400+ people). Washington Performing Arts offers a generous benefits package, where we value our staff and strive for an inclusive culture. Candidates are sought that embrace Washington Performing Arts's commitment to DEIAB.

Reporting to the Director of Advancement, this individual also works closely with the Major Gifts Officer (Corporate and Diplomatic events), Manager of Individual Giving (Friends events), and Manager of Advancement Operations and Analytics (Music in the Country, Gala). This is a key member of the Advancement Team, but this role also serves and collaborates with other departments as project manager in all special events.

Essential Duty #1: Event Logistics and Administration
Percentage: 80%

- Project manage events from start to finish, to include budget, timeline, vendor, staffing, communication, and production element details
- Design minute-by-minute logistics of the event, including load in/out, guest check-in, set up and tear down, deliveries, vendor time management and the run of show
- Supervise event setup and all services during the event.

Organizational Position Description

- Create and communicate staffing roles between yourself, the wider team, and volunteers (if applicable) for staffing Special Events
- Conduct site visits to assess fit for required event activities
- Manage vendor relationships and contracts such as: catering, décor, A/V, lighting, valet, auctioneer, emcee, auction vendor, instrument rentals, performers, hotels and transportation, graphic designer, teleprompter, venue, video, voiceover
- Assist with related event paperwork such as RFPs, contract requests, procurement requests, and follow through on vendor payments, working in partnership with finance and production teams.
- Prepare post-event summary reports and final wrap-up documents

Gala-Specific

- Oversee auction inventory, and participate in OneCause data entry, cleanup, copywriting for package descriptions
- Oversee seating preferences, including dietary restrictions and premium placements
- Manage coordination with volunteers such as Co-Chairs, the Auction Chair, and the Women's Committee
- Schedule meetings for all facets of the planning process: marketing, scripting, programming, video concepting, etc.

Essential Duty #2: Budgeting and General Administrative

Percentage: 10%

- Prepare a budget for each event for approval, and manage all budget progress, vendor contracts, and payments associated with each event
- Participate in regular team meetings, and coordinate and plan meetings as they relate to special events needs
- Facilitate contract and RFP review, feedback, and recommendations
- Assist in developing the annual budget for special events
- Maintain the staff-wide calendar with special events

Essential Duty #3: Marketing

Percentage: 5%

- Design flyers and other basic marketing materials, and collaborate with the marketing department on graphic design needs, print and digital collateral
- Working with team CCM, write copy for and design structure of event-related email blasts (Wordfly)
- Write copy for special event advertising, press releases, website, and social media
- Capture imagines at events and organize/upload them to the Digital Asset Management System
- Oversee the design, printing, and mailing of special event collateral, including invitations and programs



Organizational Position Description

Essential Duty #4: Guest Management

Percentage: 5%

- Track RSVPs in Tessitura, tailored in a way that it can be shared externally
- Respond to inquiries about event specifics, particularly for the Gala
- Interact with constituents kindly and professionally at events and in the planning process
- Work with the Manager of Advancement Operations & Analytics to define guest list criteria and create mailing lists

Qualifications and Requirements

- 3+ years of experience in planning, managing, and supervising events, from intimate to large scale (over 300 attendees).
- Proficient in all Microsoft Office applications.
- Available and willing to work evenings and weekends.
- Commitment to Washington Performing Arts's "Everybody In, Nobody Out" ethos

Required Skills

- Strong project management and time management skills
- Proven ability to meet critical project deadlines and be able to multitask in a fast-paced environment both day to day and at events
- Excellent organizational skills, meticulous attention to details, and commitment to accuracy
- Strong interpersonal skills with the ability to take the initiative, multi-task, adapt to shifting priorities and be flexible
- Strong communications skills, both verbal and written
- Ability to think and work independently
- Employ problem solving and critical thinking skills to make decisions daily and on-site at events, with management, as needed
- Strong budget management
- Good judgment, tact, patience, and sense of humor
- Affinity for the performing arts and commitment to REDI (Racial Equity, Diversity, and Inclusion) a must

Preferred Skills

- Relationships/knowledge of venues and vendors in the local hospitality and event industry
- Experience with project management software platform (such as AirTable, Asana, etc.); CRM software (such as Tessitura, Raiser's Edge, etc.); and/or auction platform software (OneCause, Classy, etc.)



Organizational Position Description

- Strong visual and aesthetic sensibility or experience creating graphics for events, such as flyers, brochures, thumbnails, and banner images, using tools such as the Adobe Creative Suite, Canva, or similar programs a plus
- Strong aesthetic sensibility and ability to conceive experiential events with impact
- Experience building or directing design for emails and social media for event promotion

Specific Conditions of Work

- Completion of a satisfactory criminal background check at the time of employment
- The Special Events Manager is a full-time position with office hours from 9:00 a.m.- 5:00 p.m. and additional duties at performances, events, and activities above and beyond regular office hours
- Hybrid work schedule: 3 days minimum in office
- Must have valid driver's license
- Must have reliable transportation
- Must be able to staff events on evenings and weekends
- Ability to lift 20 lbs. from time to time

Application Instructions

- Send cover letter and resume attachment to HR@washingtonperformingarts.org with position title in subject line
- Please note: Applications without a cover letter will not be considered.

Benefits

- This position is eligible for full-time employee benefits. Washington Performing Arts offers a generous benefits package which includes employer paid contributions to Health, Dental, Life & Long-Term Disability Insurance, 403(b) Retirement Savings plan, and paid Holiday, Vacation, Sick, and Personal time off.

ABOUT WASHINGTON PERFORMING ARTS

<https://www.washingtonperformingarts.org/aboutus/index>

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: for decades, in venues ranging from concert halls and clubs to public parks, we have presented a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, gospel music, jazz, culturally-specific genres, dance, and more. We also have an ever-expanding artistic and educational presence on the internet, envisioning ongoing opportunities for online connection and community.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, we engage international visiting artists in community programs and introduce local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of



Organizational Position Description

both young people and adults through residencies and education programs.

Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the DC Government. We have now embarked upon our second half-century, ever inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."

Organizational Diversity & Inclusion

Washington Performing Arts is committed to diversity, equity, inclusion, and access in all aspects of our work. In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to the composition of our board and staff. Accordingly, we seek to build a team that reflects — and meets the needs of — the community we are part of and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action. Hiring a diverse workforce is but one component — we strive to make Washington Performing Arts ever more inclusive, and true to our founder's guiding ethos of "everybody in, nobody out." To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better together in service of Washington Performing Arts' mission, because of our differences, not despite them.

Equal Employment Opportunity Statement

Washington Performing Arts subscribes to a policy of Equal Employment Opportunity and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation. Washington Performing Arts' employment decisions are made based on the needs of the organization and qualifications of the applicants and employees.